

ALL POWER TO THE CONSUMER, OUR SAVIOUR

'All makt åt konsumenten, vår befriare'

Patrik Stoopendahl PhD-student INSiDR

Supervisors: Malin Sundström, Hanna Wittrock, Christian Fuenes

2020-11-12



HÖGSKOLAN
I BORÅS

PURPOSE

The purpose of the research is to **supplement the literature that describes the transformation of retail with a perspective that is based in consumers' everyday lives (an emic perspective).**

The purpose is also to **give back applicable consumer-centered knowledge to an industry that is in constant development** and that is dependent on understanding consumers' digital behavior.

The research tackles **the scientific problem** of current theories in retailing and marketing having a limited explanatory power regarding how consumers shape retailers.

RQ (in no particular order)

How are middle class consumers a part of the on-going digital transformation of retail?

What are the every day behaviours belonging to the middle class that can be interpreted to have effect on retail's digital transformation?

To what extent do theories in retail and marketing research, which also underlie some of the methods and tools found in the retailing industry, aid in understanding how consumers shape retailers?

THE MONOGRAPH

Introduction



Into the field

Methodology and ethics

Previous research

Theory

Results

Discussion

Contributions and future research

The reader is introduced to the empirical setting and the current forces of change occurring in the retailing industry and among consumers themselves. The current consumer landscape is presented in which Internet has brought forth massive changes in consumer behaviour and perception. The retailer's efforts of reaching and selling to these consumers are also described, situated in computer systems, mapping concepts and marketing metrics.

The introduction offers a glimpse of the dissertation as a whole and presents some of the issues at hand and how they will be theoretically and methodologically solved in the research.

THE MONOGRAPH

Introduction

Into the field



Methodology and ethics

Previous research

Theory

Results

Discussion

Contributions and future research

The field is presented: Digitized middle-class consumers in Stockholm. In this chapter the reader is introduced to the field from which the ethnographic data has been collected. Some specks of ethnographic results are woven into the chapter to demonstrate relevance.

This chapter contributes to an understanding of the complex and multi-faceted world of the middle class. Issues of security, status, identity, gender, economy, sustainability, family life and habits are included. The chapter also decides on what definition of the middle class is to be guiding in the research.

THE MONOGRAPH

Introduction

Into the field

Methodology and ethics →

Previous research

Theory

Results

Discussion

Contributions and future research

Next slide

METHODOLOGY AND ETHICS

Ten middle-class consumers all living in and around Stockholm

One year ethnography (coming to an end)

Participant observations and observations

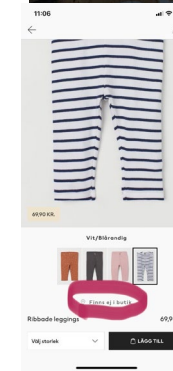
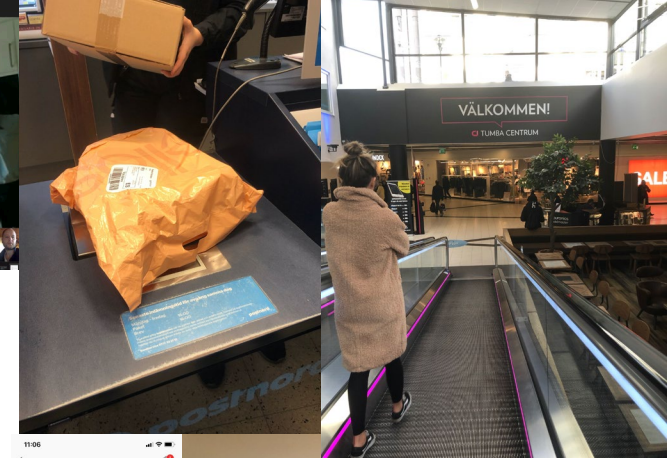
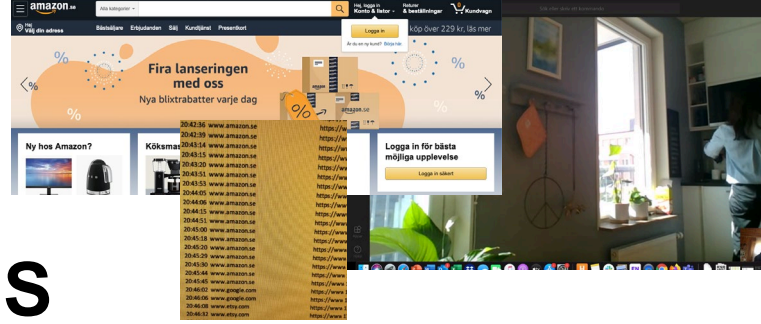
In-depth interviewing (topics not necessarily *only* focusing on consumption)

Self-reporting in 'ExperienceFellow' (result of the pandemic)

Smartphone metering during 31 days (1/11-30/11 2020)

Ethics is especially discussed regarding ethnography and passive metering.

The aim has been to 'go native' via fieldwork and collect natural occurring events in the lives of the informants that can be theorized to understand if and how they (knowingly or un-knowingly) shape retailers.



[2020-11-05 09:07:06] Klara: ≤bifogat: 00000644-PHOTO-2020-11-05-09-07-06.jpg>



[2020-11-05 09:07:14] Klara: Nej direkt från Marocko! 🇲🇦

[2020-11-05 09:07:39] Klara: Ville ha en marockansk matta och köpte den från en säljare i Marrakech

[2020-11-05 09:08:02] Patrik: Okej. Varför inte cdon?

[2020-11-05 09:08:11] Patrik: Bara priset?

[2020-11-05 09:08:21] Klara: Helt sinnes! Utbudet va så grymt och recensionerna också så jag chansade, vart lite svårt med färger på en matta men den vart snygg trots att den inte va som jag tänkt till 100%

[2020-11-05 09:08:30] Klara: Ja cdon har ju den för 600!

[2020-11-05 09:08:44] Patrik: Okej. De va de som sålde för 600. Ok. Då är jag med

[2020-11-05 09:09:12] Patrik: Och allt detta va på kvällen?

i703	
i704	
i705	
i707	
i716	brunch hemleverans
i762	brunch hemleverans
i767	
i769	mont d'or ost
i926	woc
i632	
i640	soffa
i658	soffa
i680	
i683	
i649	
i651	eriksberg systembolaget
i328	kalkfärg
i330	
i337	kalkfärg vart
i338	
i351	jotun
i361	
i380	jotun butik
i384	
i401	
i402	
i403	
i422	
i437	målarmästarns färgbutik
i472	vart köper man kalkfärg
i473	
i494	
i774	antikvit vägg
i802	antikvit väggfärg
i433	bostadsbidrag
i615	
i617	
i627	lagerträd jotun färg

THE MONOGRAPH

Introduction

Into the field

Methodology and ethics

Previous research →

Theory

Results

Discussion

Contributions and future research

Theories of retail transformation are reviewed with special emphasis on how the consumer is incorporated and ontologically dealt with. Recent transformation research is prioritized as there are examples of consumer perspectives evolving.

With background to the methods and tools that retailers employ to understand consumers the dissertation offers a review of these and how they may aid in answering the research questions. Literature on customer journey mapping, customer relationship management, customer experience, customer segmentation, relationship marketing and others are reviewed in short. If they have explanatory power, what exactly may that be? Lastly the chapter point toward gaps and how the dissertation may contribute to fill them.

THE MONOGRAPH

Introduction

Into the field

Methodology and ethics

Previous research

Theory 

Results

Discussion

Contributions and future research

This dissertation positions itself onto-epistemologically in the realm of social constructivism and listens closely to scholars such as Heidegger, Deleuze & Guattari, as well as thinkers of the post-human and scholars of constructive market studies. Simultaneously this dissertation is empirically focused and prioritizes theory usage over theory development. It is eclectic as it combines theoretical workings from different scientific disciplines, and also employs economist thinker John Kenneth Galbraith and his concept of countervailing power and the rising perspective of *consumer countervailing power*.

THE THEORETICAL GAZE (STILL AN OPEN AND ECLECTIC APPROACH)

On a human level

Posthumanism (What is the human in the process of becoming?) (Ferrando, 2013)

The middle class phenomenon (What is middle class? Who belongs to the middle class?)

On a market level

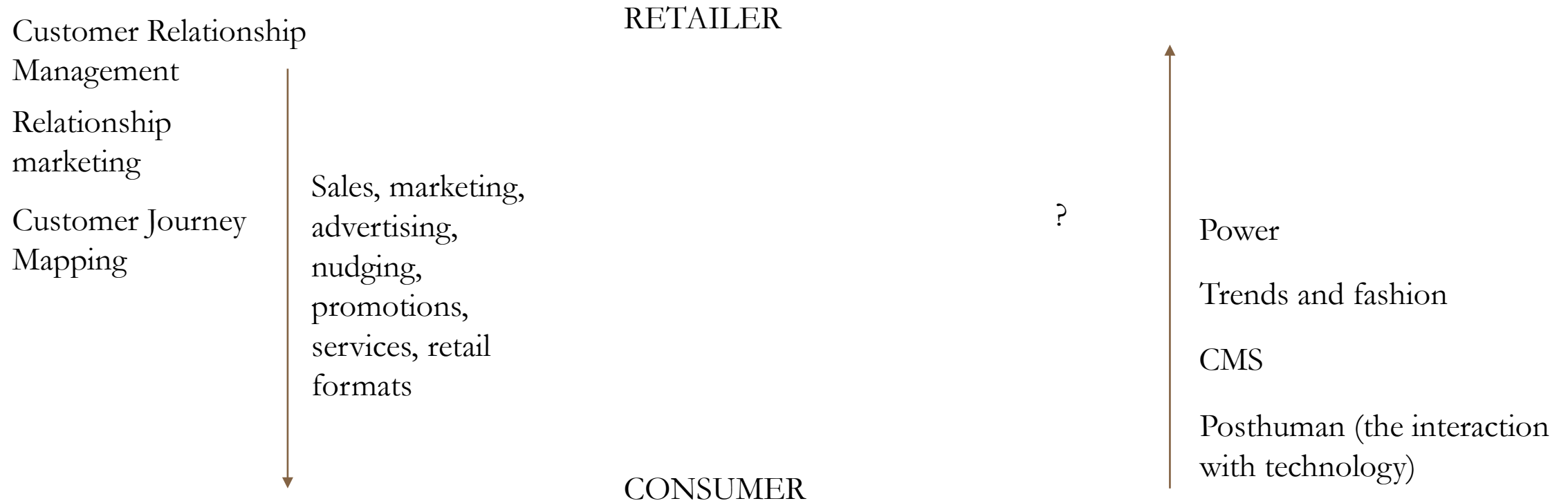
Fashion and trends (How does taste and style flow among consumers?) (McCracken, 2006; Bourdieu, 1979)

Constructive Market Studies (How is the market practiced?) (Harrison & Kjellberg, 2016; Hagberg & Fuentes, 2018)

On a societal level

Consumer countervailing power (Who has the power? How does it move between institutions, in this case power between consumers and retailers?) (Galbraith, 1957; Helm et al., 2020)

DRAFT OF THEORETICAL CONCEPTUALIZATION



THE MONOGRAPH

Introduction

Into the field

Methodology and ethics

Previous research

Theory

Results



Discussion

Contributions and future research

The results make up a major part of the dissertation. In this section the ethnographic material is presented together with the results of the passive metering. In this section there is great emphasis on granting voice to the informants and keeping close to the 'emic' experience. Theories are employed to suggest possible explanations.

THE MONOGRAPH

Introduction

Into the field

Methodology and ethics

Previous research

Theory

Results

Discussion 

Contributions and future research

The discussion attempts to answer the research questions and problematize the results in the dissertation.

THE MONOGRAPH

Introduction

Into the field

Methodology and ethics

Previous research

Theory

Results

Discussion

Contributions and future research →

The chapter points toward the specific contributions and also suggest further research.

Q&A



HÖGSKOLAN
I BORÅS